

# Generate Sales



Store 720 staffers, Orlando, Fla., discuss the merits of wearing sports clothes to work during the "Fun in the Sun" promotion. Left to right: Marie Wells, personnel supervisor; Robert Rees, manager; and Raymond Lawson, assistant manager.

place after holding first place until the last three games.  
Baton Rouge, La., 749—The winning team of the basketball contest was served a Saturday morning breakfast by the losing team. Those receiving the breakfast were winning members Lela Lord, Lorin Bensat, Ann Lott, Bernice Gentry, Emma McMorris. . . . The staff welcomed Howard Fange as junior assistant manager and hoped he would stay with 749 for a long time.

St. Petersburg, Fla., 750—Customers and employees enjoyed a lot of fun and sun in the store's "Fun in the Sun" promotion. A sidewalk promotion with models amid a wide display of boots, beach toys and patio furniture interested the customers. Many ice cream sandwiches and submarine sandwiches were sold to hungry customers. . . . The staff had its own "Fun in the Sun" day when it went for a picnic at Sunshine Skyway Park.

Bloomington, Ind., 1074—Kresgites welcomed a new junior assistant manager, Roy Sims, who came from 14, Wheaton, Md. . . . The former junior assistant manager, Kevin Harp, was transferred to 172, Washington, D.C. The staff wished both of these men luck in their new stores.

Hawthorne, Calif., 718—The California temperature is in the upper registers, the sun is everywhere and swim suits and barbecue items are selling at 718. . . . Many staffers have returned from vacations and are busy telling their experiences. . . . Assistant Horace Coon and Betty Faulkrod have transferred to 709, Tustin, Calif. Staffers at 718 wish them success in their new surroundings.

Phoenix, Ariz., 722—Co-workers wished David MacGregor luck on his promotion to assistant manager of 753, Phoenix, Ariz. . . . Madeline Savaris is now head of departments 41, 7 and 24, while Peggy Lynch has been promoted to department head of 26 and 38. . . . The stockroom, managed by Wilbur Brockman, received a 100 percent efficiency check during the latest complete store check.

## Store 738 Wins Southern "Katy" Title

Chattanooga, Tenn., 738—The staff worked hard on the Katy Charge Contest and it paid off by making 738 top winner in the Southern region. . . . Earl Smith received a promotion to assistant manager of 772, Birmingham, Ala. . . . A party was given for Jerry Hopkins, stockroom manager, who transferred to 764, Las Vegas, Nev.

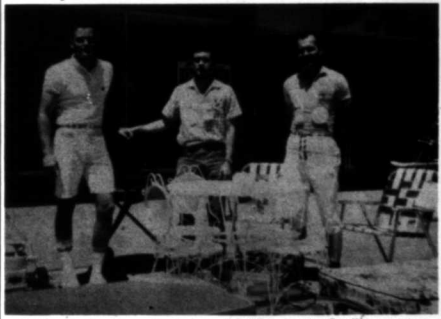
Irving, Tex., 739—The Dallas Art Society put on an exhibition in Plymouth Park and used the sidewalks as galleries. 739 profited from the many people who attended and later shopped in the store. . . . Employees set up a platform in the front area of the store and featured a style show of Kresge apparel. Frances Clayton, bookkeeper, narrated each afternoon show. . . . New Assistant Manager Jim Love was welcomed by the staff.

## "Fun in the Sun" at 744 Brings Charge Accounts

Oklahoma City, Okla., 744—Over 1,000 new charge accounts were opened in the week-long combined "Fun in the Sun" promotion and charge contest. Customers curiously asked why dollar bills were dangling from employees' lapels. Many bought so many purchases that they ended up using their "courtesy charge" before going home. The three staffers who solicited the most charge applications were Sophie Howell, fountain; Retha Gooch, electric department head; and Euciah Wilson, cashier. All during the week employees donned sportswear and casual clothes. On the mall, in front of the store, lawn furniture and barbecue grills were displayed. . . . The Kresge bowling team wound up the season in second



Personnel supervisor Edna Schumann cuts the birthday cake while Manager Russell E. Nason leads employees in the singing of "Happy Birthday" to one-year-old 751, Tucson, Ariz.



Adding to the lawn display for the "Fun in the Sun" promotion at 744, Oklahoma City, Okla., are casually-dressed staffers. Left to right: Mike Lester, William Hurn and Joseph Richards, assistants.

## Come One, Come All

This was the invitation sent by Arnold Wagstaff, assistant manager of 562, Bloomfield, N.J., to all managers and assistants of Kresge stores in northern New Jersey. Reporting the affair, Assistant Wagstaff wrote:

"I and my two sons arrived early and set up tables before the others came. The early comers included Manager and Mrs. Arthur Camire, 562, Bloomfield; Manager and Mrs. Leonard Schaefer, 608, Morristown; Assistant Manager and Mrs. Bruce Conant, 392, Montclair; Assistant Manager and Mrs. Joe Ruhland, 75, North Plainfield; and my wife.

"We waited an hour and a half for Gene White, assistant manager of 111, Irvington, who was bringing his fiancée and Manager and Mrs. John Reilly, 111, with him. Mr. White had decided to take a short cut! When the bloodhounds finally tracked him down on the other side of the mountain, we were ready to eat.

"While Len Schaefer and Art Camire did the cooking, Jack Reilly heated bottles for the babies, I guarded the drinks, Joe Ruhland and Bruce Conant played with the children, Gene White held hands with his fiancée and our wives sat in a circle and completed all of the hours we husbands put in at work.

"In the afternoon we had contests. The hardest part was making sure that everyone won a prize. Paul Reilly won the 'dead horse'

race. He didn't even move from the starting line! Len Schaefer, Jr. and his brother Scott won the 'three leg' contest. The Ruhland boys took honors in the foot races while the Wagstaff boys ate the most ice cream. John Reilly, Jr. was awarded the 'getting the most dirty' prize while Ann Marie Camire and her sister Sheila were tops in the 'relay' race. Gene White won the 'hand holding' contest. A man who really worked for his prize was Manager Reilly who won the 'Endurance' contest by making 23 trips to the restrooms with the children!

"To polish off the afternoon we had an exciting game of baseball—wires for bunsbuns. Manager Art Camire was topped out at home plate four times because he had to stop and kiss the third baseman (his wife) each time he passed! The grand climax came when Kay Schaefer hit a grand slam home run. That was the game for her team and sent her pitcher headbashed to the showers.

"The day ended with another grand feast from chef Len Schaefer and everyone made plans to have many more outings together before the picnic season ended."



Get ready! Get set! Go! Children of managers and assistant managers from northern New Jersey stores anxiously await the signal to begin the big race at a picnic for Kresge management.

## Regular Suggestion Awards

				Report 201	
No.	Name	Store	Subject	Awarded	Total
Central Region					
F3430	E. H. Garneau	479	2 New tag sign	5	15
E10963	Mina Moore	527	1 Check-out register form	5	5
F14681	unborn child	523	1 Register sign	5	5
F23921	Marjorie Burkett	167	14 Loss identification	10	236
E24881	Kenneth Benish	568	1 Fountain improvement	5	5
F26340	Gladys Sutter	138	1 Tack boxes change	10	1,653
Eastern Region					
F1359	Ruth Mary Menah	492	2 Furniture tips packages	5	10
F13292	Russell Shearer	129	128 Advertising new stores	5	2,175
F21645	Boazell Tibbalt	523	1 "Employees" sheet	10	10
F23238	Therese Nauou	60	1 Hosiery package change	5	5
F28079	Beatrice Clamps	1269	1 Import bras marked	5	5
Midwestern Region					
G140	Robert Thrasher	344	1 "Civil War" Sale	5	5
F9654	Hazel Long	142	3 Hosiery markings	5	26
F14845	Helen Hooper	71	1 Lynette powder improvement	5	5
F14152	R. H. Lander, Jr.	527	1 Cards—special sales	25	75
F23469	Alyne Von	296	4 Shade invoice improvements	20	45
F23484	John Klein-Wasink	286	72 Children's clip on glasses	5	86
F27282	Ann Winslow	8	27 Glasses pricing	5	506
F22860	Ann Winslow	1	38 New stocking ops	5	565
F27963	Frances Mosher	142	14 Towel bars improved	5	35
F46307	John Klein-Wasink	296	73 Brush identification	5	902
E46348	Wesley Williams	296	25 Carton improvement	5	263
E46354	Wesley Williams	296	36 Shade improvement	5	276
E46356	Wesley Williams	296	37 Transogram game rules	5	373
E46358	Wesley Williams	296	38 Krokay sets improved	5	389
E46474	Margaret Hollis	196	1 Lingerie revision	5	5
Southern Region					
G7185	Jack M. Hall	749	38 Credit customer night	5	515
F19484	John Spinosi	750	1 Special "Florida" sale	5	5
D67855	D. L. Henschaw	61	2 Form 621 improvement	5	15

### Kresge Warehouse, Detroit Office

G1757	Roger Lindsey	K.W.	7 Package removal method	10	75
F13379	Max R. Miller	K.W.	1 K.W. Tissue codes	10	10
G9	Ian Davidson	D.O.	1 Layouts—grid lined paper	5	5

### Topnotchers

(\$25 award paid after five regular awards.)		
Name	Store	
Patricia Rosencrantz	(1) 607	
Wesley Williams	(7) 286	

Will parties holding the following suggestion status please contact the Suggestion Secretary and identify themselves:

F14707—Mailed from Taylor, Mich.  
E45527—Mailed from Store 611.

### Merit Certificates

Name	Store	Amt.
Mary Roma Hanson	58	\$5
Margaret Howe	587	5
Elizabeth Kelly	8	5
Katheryn Oldfield	297	5
James Sutherland	376	5
Ida Underwood	425	5
Richard I. Weiss	275	5
Johnnie Whittle	138	5
Wesley Williams	286	5

Orange, Tex., 729—Warren Capenos came to 729 as assistant manager after serving six months of active duty with the Marines. He replaced Clyde Stoverens who was transferred to 753, Phoenix, Ariz. . . . Linda Fox, daughter of Manager Jerry Fox, will enroll for nurse's training this fall. . . . The Kresge bowling team anticipates a trophy for its season's average.

Birmingham, Ala., 732—The employees enjoyed the store picnic held in July at Holiday Beach. . . . The staff was hardly able to keep up with the many changes in management. Manager Ralph Waggett was transferred to 772, Birmingham, Ala.; John Worful, assistant manager, transferred to 610, Mt. Rainier, Md., as the manager; Donald Gantt became the new assistant manager; Russell Arnold became the new junior assistant and Thomas Crawford became the new trainee. . . . Mr. Lewis Beatty (from 570, Wyandotte, Mich.), is the new manager.